



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: EWWR Secretariat  
Country/Region: Switzerland  
Name of nominated project developer: Dominique Bollinger, HEIG-VD  
Name of nominated action: Reusing instead of throwing away  
Place: Haute Ecole d'Ingénierie et de Gestion du Canton de Vaud (HEIG-VD)  
Town: Yverdon-les-Bains  
Region: Vaud  
Country: Switzerland  
Nominee category: Educational establishment  
Dates of action: 22<sup>nd</sup> and 26<sup>th</sup> November  
Year: 2010

### 2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

### 3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

### 4. Please give a detailed and precise description of the nominated action:



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Sponsored by Philippe Roch, former Director of the Federal Office for Environment (OFEV), and initiated by the new professor in Environmental Engineering, Dominique Bollinger, this event has monopolized the space of the school hall : over 500 kg of waste illustrating annual consumption and almost 40 posters featuring the different aspects of waste management.

This week was highlighted by the projection of the film "Home" by Yann Arthus-Bertrand and "Le Syndrome du Titanic" by Nicolas Hulot, by the activities on the theme of waste management in our school but especially by the great commitment of our students throughout the preparation of the week and during musical interventions on Thursday evening playing on instruments made of waste.

Led by their teacher, 18 students of the "Geomatics" Department were the real players in this event: flow analysis, waste bins sorting, comparative study of wiping hands systems, mini collecting centers and realization of various informational posters have open interesting perspectives for better waste management in our school. A system of sorting and retrieving Nespresso Capsules has already been installed in the building.

Encouraged by words of support from Nicolas Hulot and François Marthaler, State Counceler, these students and their teacher as well as the whole school have aimed for a necessary and sustained awareness to place this first environmental action in a process of change and continuous improvement.

During the week, several simple actions were suggested to students and school staff, such as bringing his own cloth napkin to save paper towels in school restaurants, using "only recto prints" as note sheet or drafts, etc.. Detailed actions on: <http://go.heig-vd.ch/reduction-dechets/gestes>

It appears from the record of the week that these simple gestures are highly automated and habits that must be learned over time. The majority of respondents of the survey said they were ready to implement those actions which, on a high school campus as the HEIG-VD, are significant. It is clear that only the European Week for Waste Reduction is not enough to change habits, a follow-up is as important as this first event and will be put in place to ensure the application of these actions on a daily basis as well as a reflexion on school waste management.

On Thursday evening, highlight of the week, allowed to present other interesting and funny aspects of waste reduction: a DJ sound system using green energy, the Solar Sound System, was shown and used by Atelier 2CE , musical interventions on instruments created from waste under the direction of City Percussion and finally a water tasting contest: try to find the tap water hiding among several bottled waters. Participants realized that the taste and quality of tap water are by far not least compared to bottled water, and surely much more eco-friendly.

**5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:**



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Supported by 12 companies acting in the environmental field, one exclusive supporting sponsor and supported by Philippe Roch, the target audience was first the students and staff of our school (around 2000 people on the campus) but also the professionals of our region.

The setting of an impressive exposition in the school's hall (see picture) during the week, special events on Tuesday and Thursday such as films, contests, surveys and "green" music motivated all our students and staff to take part to the events and gestures proposed.

The main aim of showing this "hidden things", what begins after you throw away products touched almost everybody in the campus, as well as the professionals you came visiting the expo and other people not necessarily linked to the school who came thank to extensive communication campaign (through radios and newspapers).

Aside the 2000 students and staff of the school, around 100 people came to visit the expo and attend to Tuesday and Thursday events.

The perspective highlighted by this week enabled the launch of several eco-actions in our school, such as starting the setup of a "waste info webpage", actions to improve paper re-use, sorting and recycling as well as reflexions about the product consumption at the level of school's direction.

**6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):**

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

- 1) visibility and communicational aspects: to inform about the studies in environment our school offers and to inform about the importance of good waste management and waste reduction
- 2) good practice, originality and exemplarity: to implement efficient, innovative internal actions in our school
- 3) quality of content and focus on waste prevention: through the expo and gestures suggested
- 4) European reproducibility: especially for educational establishment as well as medium to large companies
- 5) follow-up in long-term and lasting impact: this week was truly thought as the launch of eco-actions in our school

**7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.**

- **Homepage of the EWWR at our school :** <http://go.heig-vd.ch/reduction-dechets>

This page presents the program of the week with the main events such as films, concerts, activities.

The EWWR trailer is shown in french, as well as HOME and « Le Syndrome du Titanic » trailers on the right (films projected on Tuesday and Thursday)

Shown also are : the poster of the week, a picture of the « Pet-Stick » construction (instrument built with waste and used for the concert on Thursday) and the partners and sponsors of the week

On the left, some links to press cuttings and radio interviews on regional newspapers and radios



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- **Gestures suggested for the EWWR :** <http://go.heig-vd.ch/reduction-dechets/gestes>

Using recto-printed paper as draft

Bringing and using ones own cloth napkin instead of throwable paper napkin

Avoiding bottled water and bringing ones own pot and drink container

Trying to reduce wiping hands paper towel

Using cold water instead of warm water in bathrooms

Caring about food origin

Advertising the EWWR by using a specific email signature (automated for the 2000 people on the campus)

- **Press release and press pictures :** <http://go.heig-vd.ch/reduction-dechets/photos>

These files were setup for announcing the week to medias. The press release details the action, philosophy and events as well as links and support message by Nicolas Hulot.

- **Pictures of the exposition in the Hall and event of Nov. 25 2010 :**

[http://depg.heig-vd.ch/?page=events\\_dechets\\_2010](http://depg.heig-vd.ch/?page=events_dechets_2010)

- **Pictures of the expo and event are available here:**

[http://depg.heig-vd.ch/?page=events\\_dechets\\_2010](http://depg.heig-vd.ch/?page=events_dechets_2010)

#### PRESS CUTTINGS:

Radio Couleur 3: <http://www.rsr.ch/#/couleur3/programmes/le-meilleur-des-mondes/> - interview during the week

Rouge FM: [http://www.rougefm.com/mp3/radio\\_sounds/radio\\_sounds\\_12118.mp3](http://www.rougefm.com/mp3/radio_sounds/radio_sounds_12118.mp3) - podcast "C'est quoi ton truc"

Magazine L'illustré: [http://www.illustre.ch/semaine-Europe-dechets-ordures-reduction\\_70190.html](http://www.illustre.ch/semaine-Europe-dechets-ordures-reduction_70190.html)

24 Heures: <http://www.24heures.ch/vaud-regions/actu-vaud-regions/heig-veut-limiter-production-dechets-2010-11-23>

24 Heures:

<http://archives.24heures.ch/VQ/LAUSANNE/-/article-2010-11-2477/la-haute-ecole-d8217ingenierie-et-de-gestion-du-canton-de-vaud--heig>



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